

3-1-1 Business Plan Committee 09/27/2011

Item #4 List of Handouts and Original Sources

Handout	Description	Original location
Description of N11 Codes	Description of N11 Codes and their current usage	http://www.nanpa.com/number_resource_info/n11_codes.html
San Francisco At Your Service Graphs	Graphs displaying summaries of call volumes and types for FY 2010 – 2011	http://www.sf311.org/Modules/ShowDocument.aspx?documentid=553
Uncle Sam at Your Service: The 2011 Federal Customer Experience Study	Excerpted slides from an August 2011 presentation on customer interactions with government agencies	http://www.meritalk.com/pdfs/Meritalk_2011_Federal_Customer_Experience_Report_082911_Final.pdf
Philadelphia 2011: The State of the City	Excerpt from the document showing top ten information request and the annual growth in 311 usage	http://www.pewtrusts.org/uploadedFiles/wwwpewtrustsorg/Reports/Philadelphia_Research_Initiative/Philadelphia-City-Data-Population-Demographics.pdf

The following information is from the North American Numbering Plan web site. This is a numbering plan in use by 19 North American countries including the United States.

N11 Codes

N11 codes, more formally known as service codes, are used to provide three-digit dialing access to special services.

In the U.S., the FCC administers N11 codes. The FCC recognizes 211, 311, 511, 711, 811 and 911 as nationally assigned, but has not disturbed other traditional uses. The table below summarizes N11 assignments, reservations, and traditional usage.

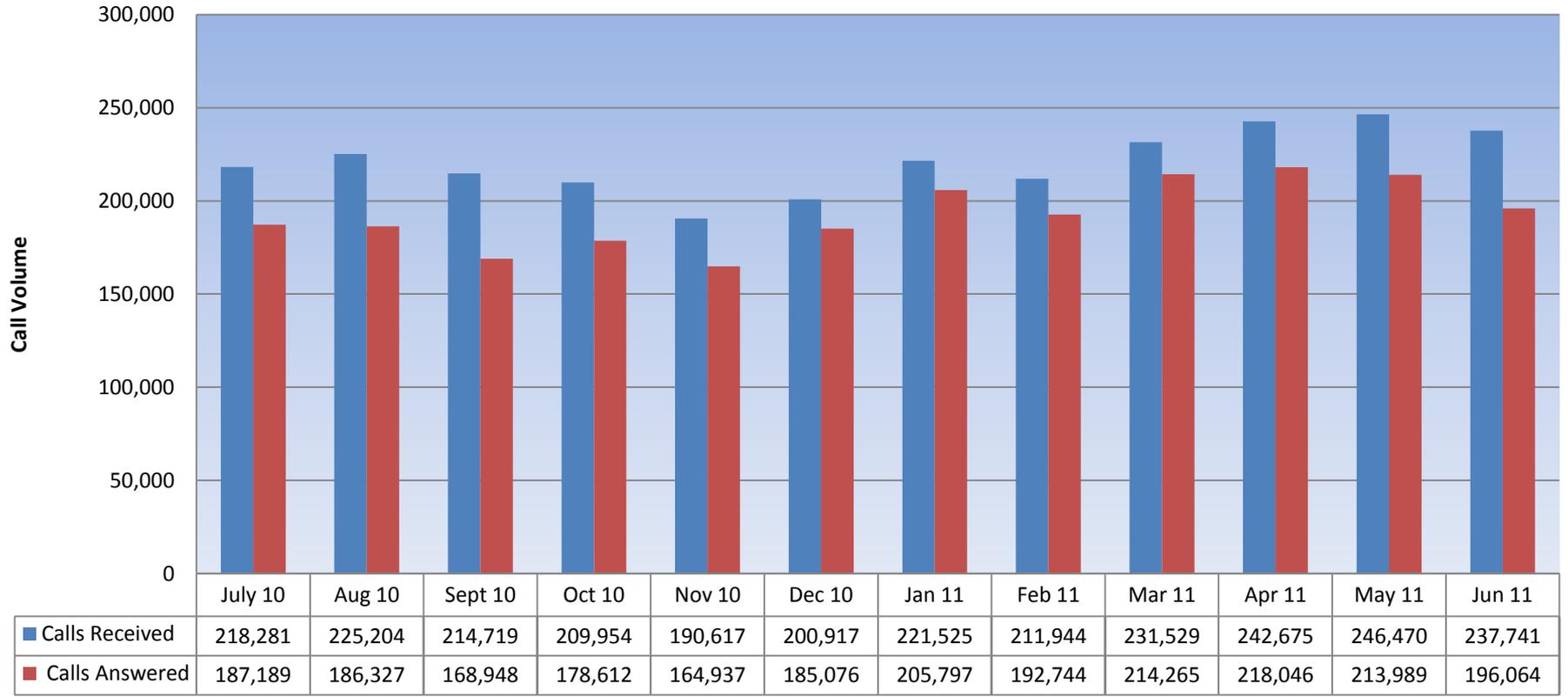
In some states, N11 codes that are not assigned nationally may be assigned locally, provided that these local assignments can be withdrawn promptly if a national assignment is made.

There are no industry guidelines for the assignment of N11 codes. For information about obtaining a national N11 assignment, contact the appropriate regulatory authority.

N11 CODE	DESCRIPTION
211	Community Information and Referral Services
311	Non-Emergency Police and Other Governmental Services
411	Local Directory Assistance
511	Traffic and Transportation Information (US); Provision of Weather and Traveller Information Services (Canada)
611	Repair Service
711	Telecommunications Relay Service (TRS)
811	Access to One Call Services to Protect Pipeline and Utilities from Excavation Damage (US); Non-Urgent Health Triage Services (Canada)
911	Emergency

http://www.nanpa.com/number_resource_info/n11_codes.html

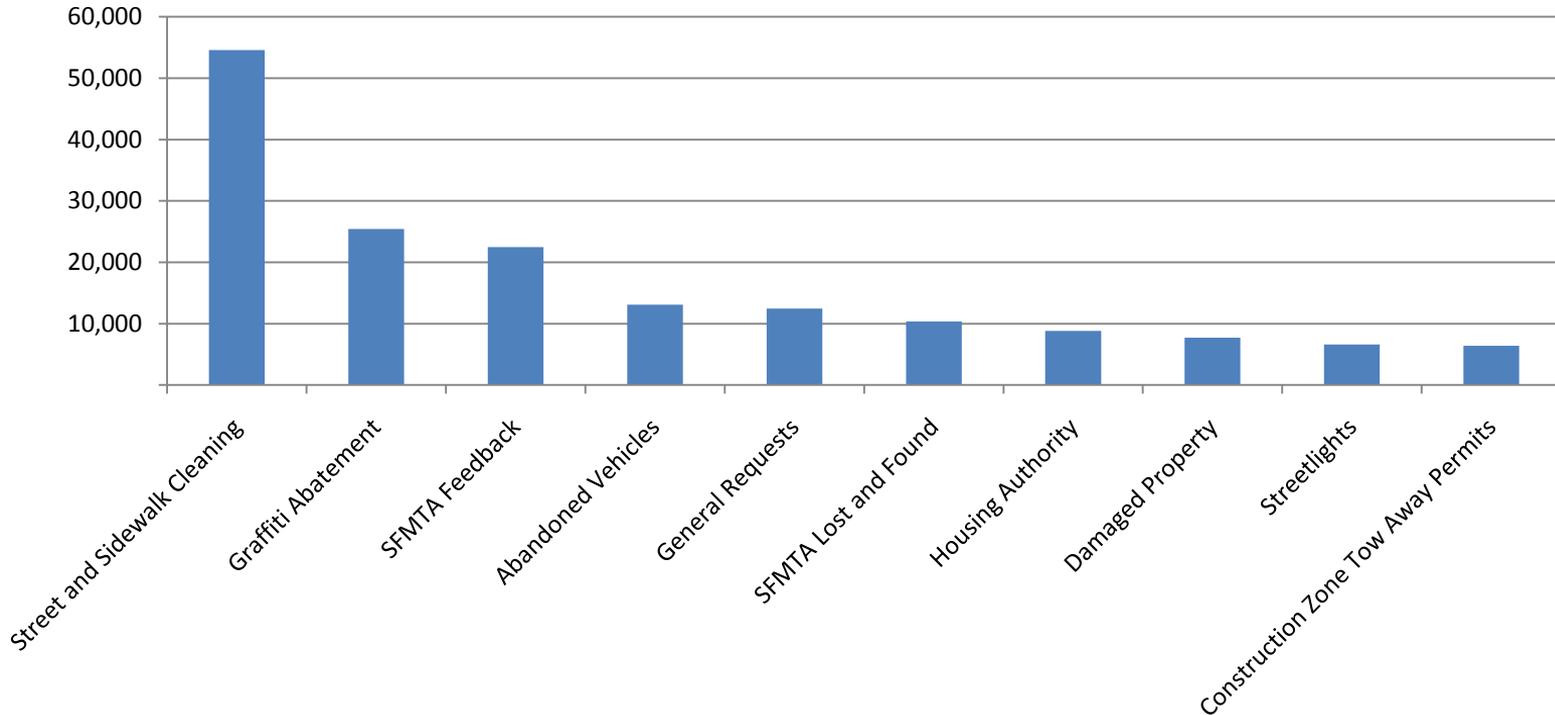
311 Call Volumes for FY 2010-11



FY 2010-11 refers to July 1, 2010 to June 30, 2011

Data through June 2011

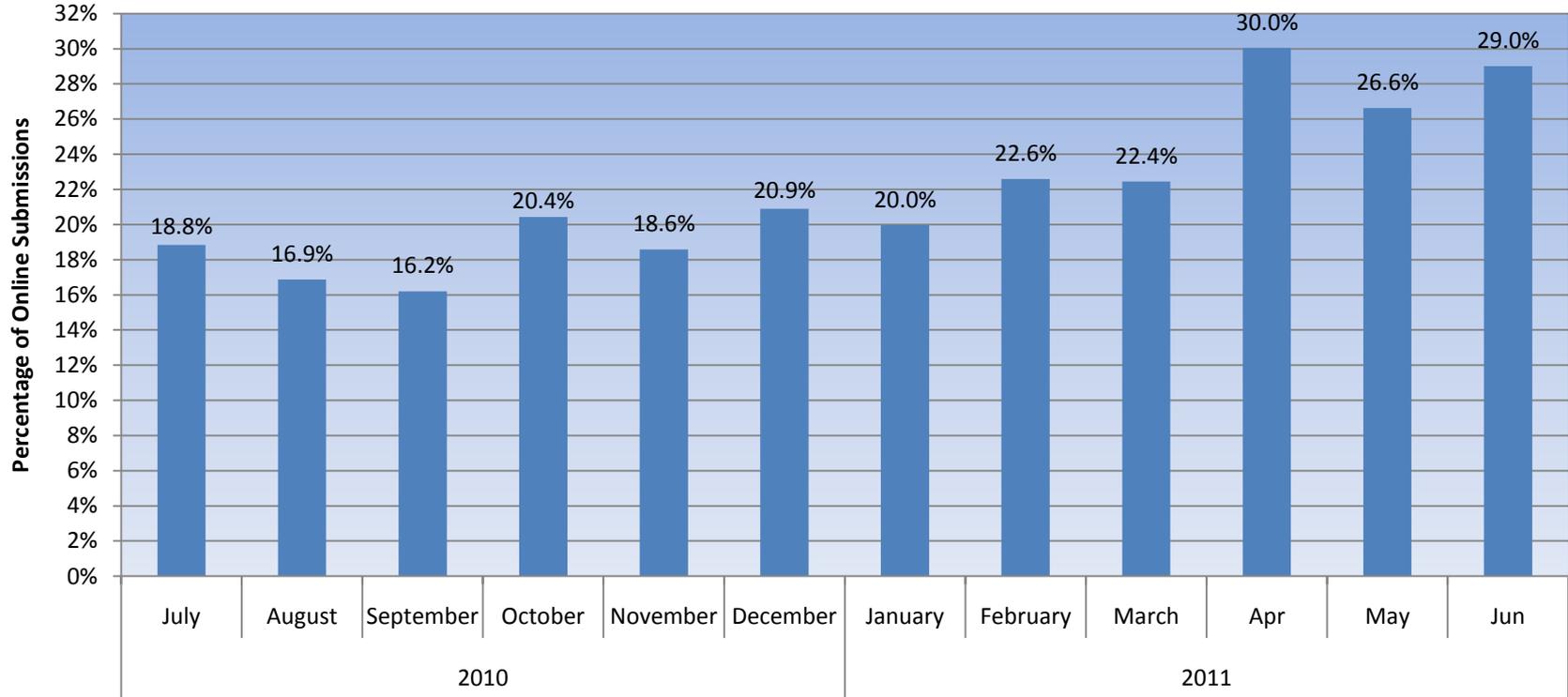
311 Top 10 Service Requests for FY 2010-11



FY 2010-11 refers to July 1, 2010 to June 30, 2011

Data through June 2011

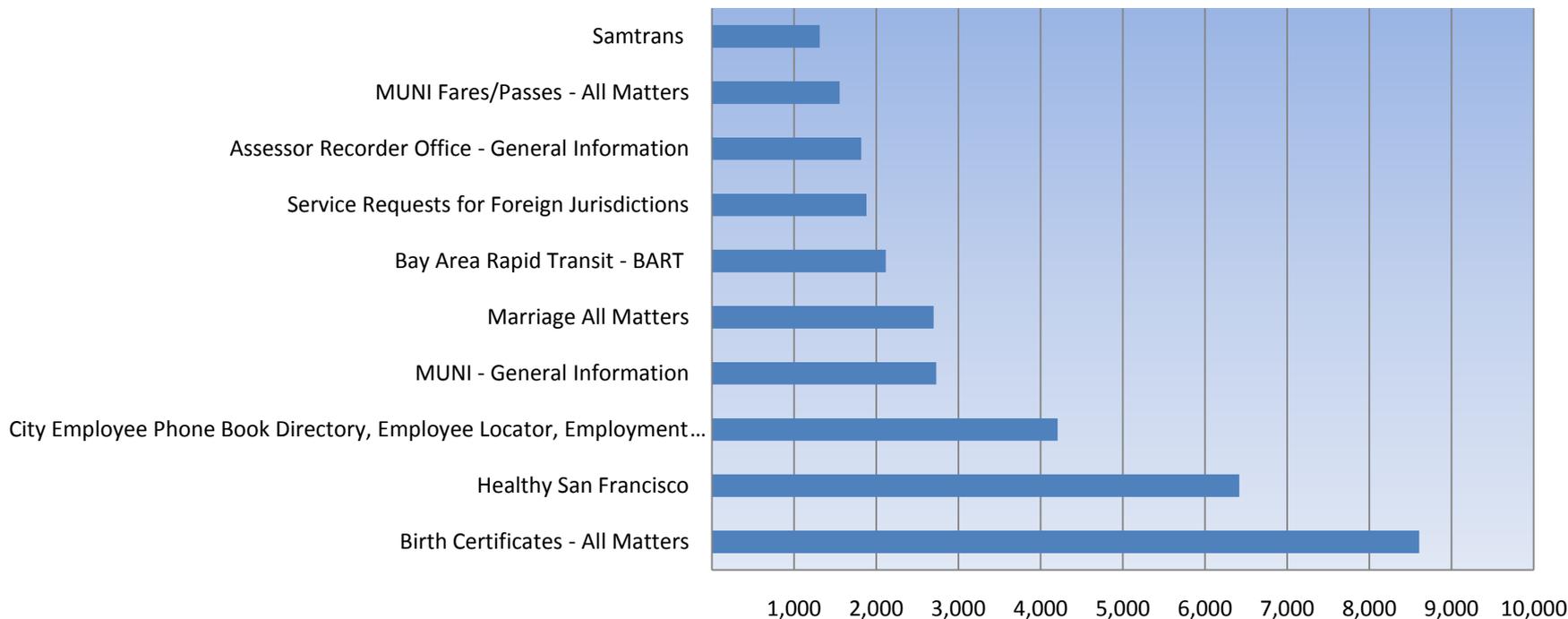
Online Self Service Requests as a Percentage of Telephone Requests in FY 2010-11



FY 2010-11 refers to July 1, 2010 to June 30, 2011

Data through June 2011

311 Top 10 Requests for Information FY 2010-11



FY 2010-11 refers to July 1, 2010 to June 30, 2011

Data through June 2011



Uncle Sam at Your Service

The 2011 Federal Customer Experience Study

August 29, 2011

Underwritten by:



In April 2011, The White House released **Executive Order 13571** to streamline Federal service delivery and improve customer service. The order calls agencies to improve the customer experience, solicit customer feedback, adopt proven customer service best practices, streamline agency processes, and do so using innovative technologies.*

So, where are agencies now and how can they meet this directive? The second annual **Federal Customer Experience Study** seeks to answer these questions and set a benchmark for Federal service improvement.

The study surveyed **1,000 Americans** to uncover current customer service perceptions, identify best practices in the public and private sectors, and offer recommendations to agencies on the path forward.



- The majority of Americans report connecting with the government online

In which of the following ways have you interacted with the Federal government in the past 12 months?*

- 44%** Visited a Federal government Web site to learn about government programs or benefits
- 41%** Downloaded a Federal government form from the Web
- 34%** Contacted a Federal office by phone
- 24%** Visited a Federal government office in person
- 3%** Used a Federal mobile application (app)
- 3%** Connected with a Federal organization through Facebook
- 1%** Connected with a Federal organization through Twitter



“[Improve] the customer experience by... coordinating across service channels (such as online, phone, in-person, and mail services).”
– Executive Order 13571

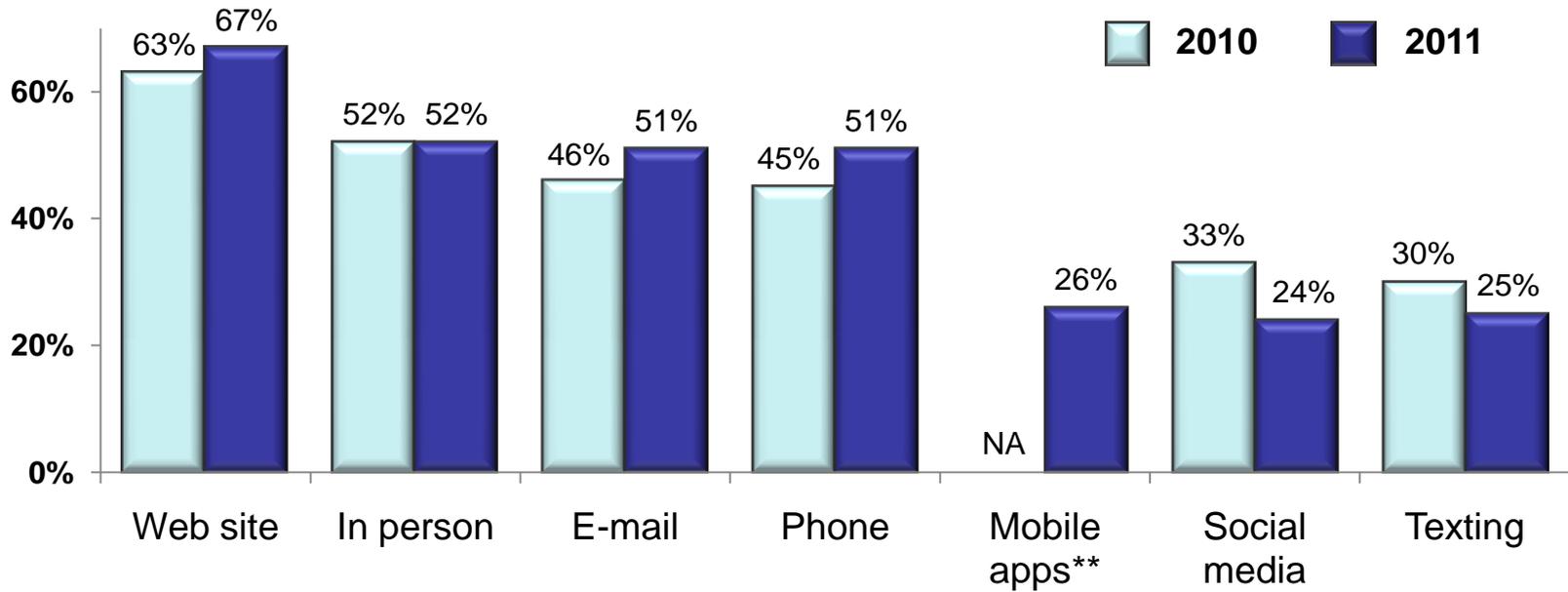


Take Away: Embrace a Multi-Channel Approach

- Americans continue to be most satisfied with Web interactions

How would you rate the quality of your interactions with Federal agencies via each of the following channels?*

Percentage of Americans who rated their interaction “good” or “excellent”:



Take Away: Enable Self-Service

- A growing number of Americans are interested in connecting with the government through mobile apps

3% of Americans have used a Federal mobile app in the last 12 months

But

18% say they would like to connect with agencies this way

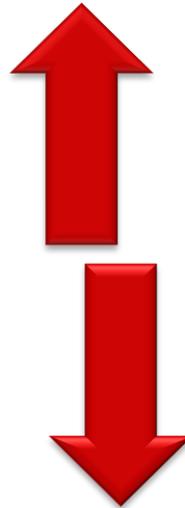
On average, Americans **prefer mobile apps** to texts or social media – 18% to 13% and 11% respectively



Take Away: Watch the Trend

- Americans ask Federal employees to listen and take note

Nearly all Americans (**91%**) want to tell their story once, so if they are transferred to another person, they already have the background to their question



39% are willing to share some personal information (such as their address and contact information) for the Federal government to store in a "customer profile" if it means improved customer service

Americans suggest:

*"Log the conversation in some way so I don't have to repeat my situation many times."
"Unify various agencies' Web sites under one 'master' site and allow customers to have an 'account' on file with all of their relevant data."*

Take Away: Offer Opt-in Accounts

- MeriTalk, on behalf of RightNow, conducted the online survey of **1,000 Americans** in July 2011. The report has a margin of error of +/- 3.10% at a 95% confidence level

Gender	
49%	Male
51%	Female

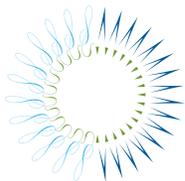
Year Born	
13%	Before 1946 (<i>Silent Generation</i>)
30%	1946-1964 (<i>Baby Boomers</i>)
25%	1965-1976 (<i>Generation X</i>)
32%	1977-1992 (<i>Generation Y</i>)

Employment Status	
8%	Student
6%	Unemployed
3%	Full-time parent
13%	Employed part-time
50%	Employed full time
16%	Retired
4%	Other



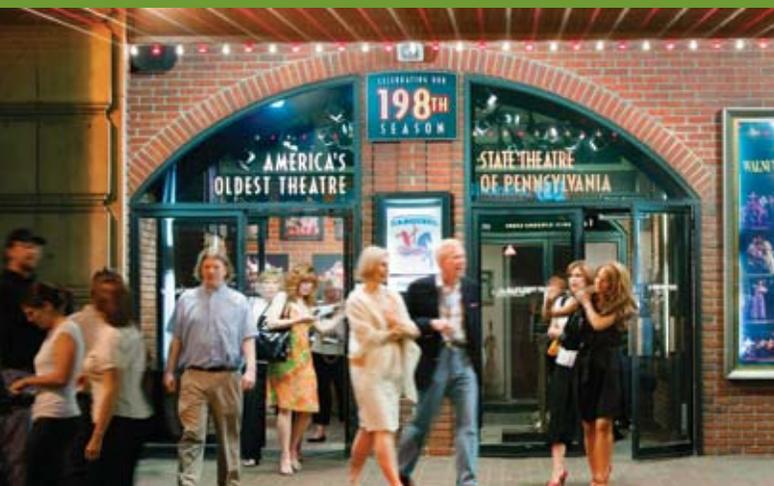
PHILADELPHIA 2011

THE STATE OF THE CITY



THE
PEW
CHARITABLE TRUSTS

Philadelphia
Research
Initiative



5.7 CALLS HANDLED BY PHILADELPHIA'S 311 CALL CENTER

TOP 10 TYPES OF INFORMATION REQUESTS IN 2010

1. LOCATION OF COURTS OR JUDGES	44,378
2. LICENSING REQUESTS	24,933
3. RUBBISH & RECYCLING	24,008
4. POLICE DISTRICTS AND FACILITIES	19,476
5. PRISONS & INMATE LOCATION	13,560
6. TAX INQUIRIES	12,263
7. PROBATION & PAROLE	10,039
8. RECORDS AND DEEDS	7,795
9. EMERGENCY WATER SERVICE	7,540
10. WATER BILLS	6,702

The overall call volume of the city's 311 information line rose 12 percent from 2009, its first year of operation, to 2010, according to call center records. The number of requests for service, as opposed to the requests for information listed here, increased by 40 percent.



5.8 POLL RESULTS

How Philadelphians rate the city and their neighborhoods as places to live:

	THE CITY	THEIR NEIGHBORHOOD
EXCELLENT	17%	22%
GOOD	45%	38%
ONLY FAIR	28%	27%
POOR	10%	12%
DON'T KNOW	1%	—